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CULTURAL TOURISM: PERSPECTIVES OF THE KAINUU REGION

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<p>This thesis was written in order to study the Kainuu's regions tourism business with an emphasis on cultural tourism, and to find out detailed information of its current situation and recent changes in its demand. Local tourism operators and researchers were approached to find out further information on Kainuu's potential in the cultural tourism business as well as to try and map out the current mentality towards the viability and the future of cultural tourism in this region. The thesis was written as a non-commissioned, independent work.</p> <p>The text and its findings are based on recent research information both on the regional and the national level, and backed by two interviews with professional tourism workers as well as a dozen companies that responded to a study questionnaire.</p> <p>As a background to this study, the thesis includes the basic concepts of tourism and cultural tourism, impact of tourism, cultural tourism attractions and recent details on Kainuu's tourism industry's situation as well as how Finland's tourism business has changed in the past years.</p> <p>As a result, statistics data was found that shows cultural tourism to remain a viable business in Kainuu. Through interview analysis, suggestions were also gained on how to improve Kainuu's capacity in the field of cultural tourism. The current main target markets, strengths and weaknesses were also identified.</p>	
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PREFACE

Our profound gratitude goes to Liisa Mikkonen and Mikko Keränen who supervised this work, for their time, correction and inputs.

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1. INTRODUCTION

Cultural tourism is a derivative form of tourism, which has begun to rise into prominence in the late 1990's and the 21st century. Its economic significance has only now begun to show itself along with the diversity and flexibility it can afford to a region. That basic principle was the original inspiration for this thesis text, as was the interest towards the home region of our University of Applied Sciences. The primary idea was to put onto a test the claim that cultural tourism can succeed in any location due to it being connected to the local people, history and traditions instead of any singular location or high-class tourism industry's presence.

The research is carried out as a result of our interest in culture and cultural tourism. This thesis is based upon studies conducted from March to June 2011 and it complies with accordance to the fulfilments for the bachelor's degree in tourism management at Kajaani University of Applied Sciences, Finland. This thesis has been made solely by the authors, Ezak Ofem and Mikko Kämäräinen, with the help of valuable academic literatures that are listed as references at the end of this paper.

The purpose of this thesis is to map out an image out of opinions on the state of Kainuu's tourism industry, focusing on the regions cultural tourism and different services that particular type of tourism can offer.

The study is conducted from the point of view of local tourism companies and their opinions on the matter of Kainuu regions cultural richness, its visibility and availability and its economic worth as a marketable product or service.

The thesis is done by students of the Kajaani UAS and is meant to be a descriptive study.

The thesis' aims are to:

Find out...

1. ... if there are enough cultural attractions in Kainuu
2. ...what types of such attraction exist here?

And to gather...

4. ...information on possible ways of improving/developing cultural tourism in Kainuu.
5. ...and list different opinions on Kainuu's future in the field of cultural tourism.

2. THEORETICAL BACKGROUND

The Cultural tourism is not a new topic. There are many existing studies on it. Therefore, this part looks at the previous works. It explains the definitions of main terms used in the study which includes: tourism, culture, cultural tourism, cultural products and events. Furthermore, the impacts of the cultural tourism are also explained. The current statistics and the possible future of the cultural tourism in Finland are discussed.

2.1 Definitions of Tourism

In order to discuss the word “Tourism” and its subparts, it is better to describe what it actually means. Tourism, as a term, was coined in the Great Britain by the England’s Sporting Magazine in year 1881. Therefore tourism, as a word, turned one hundred and thirty years old in 2011 (Stephen, L.J. S.1989, 17).

Nevertheless, with such a ripe age, there is still much debate and differing views on what exactly the tourism is all about. Before the twenty-first century, there were many economists who did not even view tourism as an actual business industry. Even with such reluctant perceptions in the background, tourism has been researched more and more since the first guideline recommendations written by the Committee of Statistical Experts of the short-lived League of Nations in year 1937.

These guidelines were later updated by the Union of Official Travel Organizations (IUOTO) in 1950, with the inclusion of the terms and definitions of *international excursionist* and *transit travellers* being the more notable additions to the original text. Then, the United Nations began to work on this research and by 1981 the UN and World Tourism Organization (WTO) had reached the currently existing consensus on tourism which states that:

International visitor: It is an individual entering a country that is not his or her usual place of residence and who is not:

1. Intending to emigrate or to obtain employment in the destination country;
2. Visiting in the capacity of a diplomat or a member of the armed forces;
3. A dependent of anyone in the above categories;

4. A refugee, nomad, or border worker;
5. Going to stay for more than one year;

But who is or may be:

1. Visiting for purposes of recreation, medical treatment, religious observances, family matters, sporting events, conferences, study, or transit to another country;
2. A crew member of a foreign vessel or aircraft stopped in the country on a lay-over;
3. A foreign commercial or business traveller staying for less than one year, including technicians arriving to install machinery or equipment;
4. An employee of international bodies on a mission lasting less than one year, or a national returning home for a temporary visit. (Stephen 1989, 19.)

An alternative listing is provided by Burkart and Medlik (1981, 24) as part of their study of the topic. The list is as following:

- Tourism arises from the movement of people and their stay in various destinations
- There are two elements in all tourism: the journey to the destination and the stay including activities at the destination
- The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities that are distinct from those of the resident and working populations of the places through which tourists travel and in which they stay
- The movement to destinations is of a temporary, short-term character, with intention to return within a few days, weeks or months
- Destinations are visited for purposes other than the taking up of permanent residence or of employment remunerated from within the places visited.

Furthermore, tourism can be viewed as an activity. Thus, if it is regarded as an activity, it has three basic considerations while defining it. Stephen (2007, 19-20) explains it as the following :

1. The purpose of the travel (e.g. business travel, holidaymaking, visits to friends and relatives)
2. The time dimension that involved in the tourism visit, which requires a minimum and a maximum period of time spent away from the home area and the time spent at

the destination. In most, this would involve a minimum stay of more than 24 hours away from home and less than a year as a maximum.

3. The situation that exists in some countries that may or may not choose to include travellers, such as cruise passengers, travellers in transit at a particular point of embarkation/departure and excursionists who stay less than 24 hours at a destination, as tourists.

In addition to above, Mill and Morrison (1992, 9) define the tourism as

The term given to the activities that occurs when people travel. This encompasses everything from the planning of the trip, the travel to the destination area, the stay itself, the return and reminiscences about it afterwards.

More so, Heath and Wall (1992, 4) describes the tourism as the study of people away from their usual habitat, of the establishment that respond to the requirements of travellers, and of the impacts they have on the economics, physical and socio well-being of their host. It involves the motivation and experiences of the tourists, the expectation of and adjustment made by residents of reception areas, and the roles played by the numerous agencies and institution that intercede between them”.

In his own contribution, Hall (1999, 6) defines tourism as “a commercial phenomenon of industrial society which involves a person, either individually or in a group, travelling from place to place (the physical component of tourism) and/or journeying from one psychological state to another (the re-creating component of tourism. Furthermore, Harrison (2001, 2) notes that while the terminology of tourism and the varied discussion concerning its nature have existed for over a century the first cases of actual known tourism is tracked down to the years of ancient Egypt and the time of the Pyramids when people from across the land and beyond came to witness these massive stone constructs. Another often cited example from ancient history has been the Olympic Games of Greece and further examples are littered across the pages of history.

Meanwhile, WTTC (2009, 4) notes that the tourism is also a growing industry and as such, according to World Travel and Tourism Council’s finding in 2005, had generated US\$6201 billion and is believed to grow up to US\$10678.5 billion by 2015. This would mean an annual growth of 4.6 per cents in demand for tourism services. Equally important is that the tourism sector is responsible for 214 million job positions around the world, which equates

8.3 per cents of the world's employment. What's more, tourism is responsible for 10.4 per cents of all personal consumption.

In addition to above, the World Tourism Organization (2005) anticipates that by the year 2020 international arrivals are expected to reach over 1.56 billion. This will comprise 1.2 billion intra-regional arrivals and 0.4 billion will be long-haul travellers. Europe is scheduled to be the top receiving region with 717 million tourists (UNESCO 2006, 9).

While it can be said that tourism is a global phenomenon, for a long time the effects of tourism and its visibility have been far stronger in densely populated areas and in major western countries. The reason behind this is obvious as tourism requires roads, waterways, airlines or other developed forms of transportation to bring in interested travellers. Due this it is obvious that a city with a functioning airport receives more visitors than a rural area with only road connections. Not only this, tourism also requires accommodation infrastructure, potential attractions for tourism and other assorted paraphilia involved to maximize the potential yield of tourists (Harrison 2001, 2).

As less developed areas of the world lack these resources and the capability to produce them in a sustainable manner the advantage of large scale tourism has remained in the hands of the western world up until the later parts of the 19th century. Even the western world required the invention of the railway for tourism to truly start its expansion and development. (Harrison 2001, 2)

However, Richard (2001, 3) explains that much of this has changed though with the coming of globalization. The access to different reaches of the world and all the culture in it is now at its apex thanks to the growing travel industry, the media and the expanding use of the Internet. But not only are the people now free to travel to consume culture and its products, these products have themselves become mobile; art and assorted exhibitions or performances can be moved or replicated from one nation to another faster than ever before or with modern computer technology they can be digitalized and put on view for anyone capable of internet access.

Despite all these different and similar definitions on the meaning of tourism, the fact remains that a final word on the matter has not yet been said - therefore this thesis is based on the aforementioned definitions as they are considered to be at the moment some of the most common and universal ones.

2.2 Definitions of Culture

This thesis is grounded in the economic success of cultural forces, which is a very diverse topic to the point where the word 'culture' itself could warrant a complete series of thesis texts. Since the clear meaning cultural forces it is not the main topic of this particular thesis text, the term is briefly investigated from a few points of view that are closely related to cultural tourism.

Culture itself is a sociological phenomenon; a study of society's way of life it has accepted and the ways that society enjoys the world around it. Another take on the issue is the *hierarchic cultural view* – a view that considers the main pillars of culture to be most beautiful and important things a society or a civilization has created. This hierarchic cultural view could be thought to be the most suitable cultural definition for a cultural tourism study as tourists have been mostly interested in seeing the Pyramids of Egypt or the Roman Coliseum. However, even this preconception has started to change (Alasuutari, 1999, 56-57).

In the 1980's at the University of Birmingham a new sub-field of cultural study was started culturalism. This point of view began to cover and analyse the manifestations of culture in an average person's daily life. It was accepted that culture does not have to be epics on the scale of Shakespeare's plays, that even common street music is a cultural manifestation despite its un-prestigious nature. In his book *The Uses of Literacy* Richard Hoggart concludes that all cultural products reflect their home environment and common life associated with that environment (Alasuutari, 1999, 57).

This is very similar to the French cultural studies by Pierre Bordieau, who coined them under the term *habitus* (eng. *habitual/customary*). What connects both of these two European cultural studies is the inclusion of society's daily elements, its most consumed forms of entertainment and cultural products – be they either opera, a song born on the streets or cheaply produced television series. This fresh mentality opened many new opportunities and was the foundation for many other culture-related researchers (Alasuutari, 1999, 58).

Thanks to these two mentalities it was possible to begin advertising communities themselves as points of interest to foreign visitors as now at last it could be safely concluded that

culture does not come from objects or history but from the people themselves and from the most surprising of sources.

2.3 Cultural Tourism

Cultural tourism is very hard to pin down into a single definition. Much like culture itself, it is viewed in very different and broad ways. As a culture tourist could be said to 'use up' culture the question is what he just used and what did he obtain from it. Of course, even this question could be seen either from the perspective of the consumer or the service provider, which with demand-supply is one of the most usual ways to start defining tourism terminology.

The United Nations World Tourism Organization is describing cultural tourism as "movements of people motivated by cultural intents such as study tours, performing arts, festivals, cultural events, visits to sites and monuments, as well as travel for pilgrimages. Cultural tourism is also about immersion in and enjoyment of the lifestyle of the local people, the local area and what constitutes its identity and character." (UNWTO 2003, 3)

Cultural tourism is... "Available as a development option in to all destinations, because all places have culture" According to Richards and Greg (2007, 2). Thus, this philosophy serves as a focal point for this study and its aims – to firstly test the accuracy of this claim and then to use it to show what kind of cultural offerings the Kainuu area could potentially have to any interested tourist parties.

Most of the individual cultural attractions can be classified into four main groups: artistic and historical sites, human activities of cultural interest, economic activities of cultural interest, and landscapes and nature (Richards and Greg 2007, 152).

Meanwhile, McIntosh and Goeldner (1986, 14) consider cultural tourism as comprising "all aspects of travel, whereby travellers learn about the history and heritage of others or about their contemporary ways of life or thought". In other words, cultural tourists are motivated to learn about the products and processes of other cultures. The 'wide definition' of cultural tourism adopted by the World Tourism Organisation (WTO) is:

All movements of persons, ... because they satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters.

This definition again emphasizes the learning aspect of cultural tourism, which is supposed to contribute to personal development, but the fact that all tourism could fall under this definition of cultural tourism makes it so wide as to be useless for the purpose of identifying, measuring or managing the phenomenon. A similar approach has been taken by International Council on Monuments and Sites (ICOMOS) in its Cultural Tourism Charter, which actually widened its definition over time. Originally defined cultural tourism as “that form of tourism whose object is, among other aims, the discovery of monuments and sites” but by 1999, the definition included “any form of tourism to another place (that) involves the visitor experiencing all of the "cultural" aspects about that place, its contemporary lifestyles, food, topography, environment, towns and villages, just as much as its historic sites and cultural performances (Richards 2003, 4).

The conceptual definition proposed by Association for Tourism and Leisure Education (ATLAS) is: “The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs”. There has been some discussion subsequently about the utility of this definition. For example, Alzua *et al* (1998, 3) have argued that because “intention” is a complex concept to measure that it would be better to use a scale of tourist motivations, such as that incorporated in Silberberg’s (1995, 12) definition “visits by persons from outside the host community motivated wholly or in part by interest in the historical artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution”. However, as this research has shown that it would be hard to find a tourist who is not interested at least in a part in some aspects of the culture of the destination they are visiting. Similarly, some people have suggested that cultural “needs” are difficult to measure, and then one should talk about “wants” and “desires”.

This approach fits better with post-modern approaches to consumption, but the problem is that every cultural need (such as the need to learn) can be expressed in thousands of individual wants and desires associated with a basic cultural need. The need to learn, for example, may be expressed in a very formal sense, such as taking a course on art history, or very informally, through browsing the internet or buying a book in a museum shop (Richards 2003, 6).

Cultural tourism has been used interchangeably with the heritage tourism according to Marianna and Leslie (2005, 6). A number of researchers however have tried to define cultural tourism by approaching it through a number of alternative ways. One popular conceptual definition of cultural tourism was said to have been provided by Richards (1997, 24) who stated that cultural tourism is “the movement of persons to cultural attraction away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs”. This same author defines cultural tourism technically to include “all movement of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence”.

Cultural tourism is defined as “visits by persons from outside the host community motivated wholly or in part by interest in historical, artistic, and scientific or lifestyle/heritage offering of a community, region, group or institution” (Silberberg 1995, 361). From the visitors’ perspectives, Fridgen (1991, 221) states “for outsiders, the culture of an area can represent an attraction in and out of itself” and this is sometimes called cultural tourism.

In his attempt to describe cultural tourism, Tighe (1991, 387) identifies three components of cultural tourism: travel, the tourist and the sites. He states: “cultural tourism is travel undertaken with historical sites, museum, the visual arts, and/or the performing arts as significant elements” in term of travel.

From the perspective of the cultural tourist, Tighe (1990, 92) describes a cultural tourist to be “one who experiences historical sites, monument and buildings, visits museum and galleries, attends concert and the performing arts and is interested in experiencing the cultural of the destination”. Also Tighe (1986, 2) in term of sites refer to cultural tourism as “historical and heritage sites, arts and crafts fairs and festivals, museum, the performing and visual arts”. The World Tourism Organization, also has its own of description of cultural tourism, which was defines as “movement of persons for essentially cultural motivation such as a study tour, performing arts and other cultural tours, travel to festivals and other cultural events, visit to sites and monument, travel to study nature, folklore or art or pilgrimages” (World Tourism organization, 1985, 131).

In addition to above, a comprehensive definition by the Finnish “Suomen Matkailustrategia 2020” is as follows:

Cultural tourism produces tourism products- and services, while respecting regional and local cultural resources for local and outside population with economic reasoning. The attempt is to create experiences and possibilities to get to know these cultural resources and learn from them or to participate in them. Hereby people's understanding and respect for others culture is empowered. Cultural resources are all that is human made and fashioned; history, cultural sights, infrastructure, archaeological sites, museums, displayable art, visual art, design, events, handcrafts, tastes, traditions, values, principles, life styles, religions, character aspects as well as achievements in sciences, technology and economy.

As culture has such an important role in tourism, it is needed to study the characteristics of international travellers who perform visits due their attraction to cultural features (McIntosh, Goeldner and Ritchie 2003, 9).

2.4 Cultural Events and Cultural Tourists

Giving a definite definition to the term 'cultural event' is difficult, however, in order to explain what cultural event is, so many authors agree that to understand cultural event, it is better to explain it by its feature. According to Richards and Palmer (2010, 41), a cultural event has the following features, namely: Cultural content, Timing and Location, Audience and Stakeholders

It is explained that a cultural event must by definition have cultural focus. In this context, culture is taken to cover the cultural product of a specific society which includes artworks, music, literature, film, food, fashion and on the other hand a way of life or tradition of the people in that society.

A cultural event takes place in a specific location and at a specific time, i.e. cultural event has a definite starting time and ending points. For example Notting hill carnival which takes place in the street of Notting hill, Royal Borough of Kensington and Chelsea, London, UK every August

Events must be witnessed by public audience which might either be attracted by advertisement on different form of media communication or even by word of mouth or invited to attend. It should be noted that among this audience are locals who reside in the locality where the event is taking place and visitors among whom can be tourists and must be physically be present at the place of the event. Also there are another set of audience who are participating from a long distance e.g. virtually on television

In addition to those directly attending the events program, cultural events is said to have a wide range of stakeholders who are somehow affected and involved in one way or the other by the events. Stakeholders are believed to be individual and groups having direct interest, involvement or investment in the cultural, financial, political or other concern in relation to the events.

Not every tourist is motivated to visit cities by the events taking place in such cities, since not all tourists consume events (Richards & Palmer 2010, 322). Many tourists who attend cultural events are believed to do so accidentally, hence the term ‘accidental cultural tourists’ - these are tourist who arrive in a city and then finds out what is going on (Richards 2002,14). However tourists who intentionally undertake trips to another destination for the sole purpose of exploring the culture of the people of such destinations are said to have the following profile: they are usually highly educated, their occupations are usually related to the cultural sector, they are usually high income earners and they have in most cases a professional or managerial occupation (Richards and Palmer 2010, 322).

Finnish surveys have discovered that most cultural tourists fit the following profile: they are from their home country’s capital or a large city; three out of four have a university degree. According to the global Atlas-survey which covered eight different countries found out that the typical cultural tourist is a female traveller younger than thirty years old, who has a higher degree education and often works in a culture-related position. Many of them live in hotels and every fifth purchased a travel package (Vesterinen 2010, 14).

2.5 Impacts of Tourism

Having explained the tourism and its subparts, this subtopic discusses its impacts. As it was explained above that the tourism involves people travelling to different destinations for holiday or business. At these locations they are involved in various activities that have im-

pacts on the economy, environment and culture on the host communities where they are visiting. However, in this research, discussion will be limited to economic impacts and socio-cultural impacts of tourism

2.5.1 Economic Impacts of Tourism

Often times, we hear of tourism generating certain number of job, income etc., also we read about government at national, state and local level planning to spend certain amount of money in order to improve the infrastructure in certain locations with the aim of attracting more tourists to such locations, and the same time we read about increasing demand from tourists visiting allocation on accommodation, food and beverages, transportation, communication, entertainment services etc. this money being spent by tourist is seen as an injection of demand into the host economy. (Cooper et al 1998, 126)

Thus, Daniel (2001) identifies three (3) types of economic effects which direct, indirect and induced. The direct effects as the names implies is the money spent directly by tourists on goods and services that is necessary to make their stay comfortable and memorable, some of the goods and services bought as earlier mentioned include accommodation, food and beverages, transportation and communications.

The implication of this is that the more of these being demanded, the more personnel would be needed to run these facilities and the more salaries they receive. In describing the indirect effect Cooper et al (1998, 130) explains that an establishment that receives money directly from tourist, for an example a hotel, will in turn purchase services from builders, accountants, banks, food and beverages suppliers and also requires electricity, water etc. Furthermore the persons from which this hotel purchases their services will in turn purchase goods and services from the local economy and so the process continues. The generation of economy activity brought about by this repeating round of expenses is what is known as indirect expenses (Cooper et al 1998, 130).

The economic impacts of tourism can also be negative when considering some effects it has on the destinations. For instance, in the process of developing tourism resort in urban areas, labourers are likely to migrate into these urban areas, this will itself cause pressure on the use of existing facilities in these areas because they will be over stretched. Furthermore, in situations where the labour is not in abundance, there is the possibility of transfer of labour of

another industry e.g. agriculture, fishing to tourism industry in order to meet tourists demand, this kind of transfer will affect labour the latter industry. In addition, if there is a shortage of skilled workers in the tourism industry, there may arise the need to import labour from other countries which according to Cooper et al (1998, 131) will “results in economic leakage as income earned from this imported may, in be repatriated.

2.5.2 Socio-Cultural Impact of Tourism

In most of researches done and articles written on the impacts of tourism in respect to the socio-cultural aspects, emphasis are usually laid on the negative side of tourism. Some specific socio cultural impacts of tourism is said to be the marketing of sex as a product (sex tourism) to the tourists in some destinations such as Thailand, The Gambia and some of the Central European countries, Cooper et al (1998, 169), this of course does not give a very good image, because it is never in any culture to sell sex as a product. Another social cultural impact is crime which is said to have been on the increase. Although it is hard to establish a link between tourism and crime, there have been a lot of cases of attacks on tourists with the sole purpose of dispossessing them of their cash and properties. This is because the tourists are usually in possession of cash and other valuables such as expensive jewellery etc. which attract thieves and robbers, especially when they are visiting poor destinations.

Another social impact is the health related issue, as explained by Cohen (1988, 379); the interaction between people from different communities can lead to the transmissions of diseases, especially to the host communities who may have less immunity to the diseases which can cause social and economic stress to the host population.

Some other way in which socio-culture has been impacted upon is “commoditization” a term used to describe a situation where tourism has led to the mutation and sometimes destruction of the meaning of cultural performances and event Cohen (1988, 380), this can summary be said to be a state where culture becomes a commodity for financial transaction due to the demands of people most especially tourists Cooper et al (1998, 178).

In order to meet the demand of visitors (tourists), a lot of cultural activities such as rituals, festive, dances etc. which take place at a particular time of the years, is now being done every time visitors come around. For example the ancient cultural performance like the limbo dance in the Caribbean and fire walker ritual done in Fiji, is now said to be available in the

cultural centre and hotels or any other place where tourists are willing to exchange money in order to view this dances, this has taken away the real cultural relevance of such performances and being replace by a stage managed performance, leading to the term “stage authenticity”, which describes a situation in which a festival, rituals or other cultural activities are performed to entertain visitor for a fee Cooper et al (1998, 179).

2.6 Cultural Products and Local Attractions

The local attraction is an important part of the tourism trip and it is often the main source for enjoyment and experiences for a tourist. A visitor seeks to consume a service or a product which often is the attraction or cultural product. Due this an attraction or a cultural product is often a core-element for the local tourism sector and the spending happening in it. For an example, in Kyoto, Japan, the 1600 old Buddhist temples are one of the main reasons for the 40 million visits the city attracts. One difficulty in attraction tourism has been the classification process of an attraction.

On a national level Finland is well-known and attractive for its northern climate and varied landscape (hills, forests, lakes and shores). Culturally Finland is a way-point between the east and west, combining aspects of both into its own culture. Other factors in attractiveness are Finland's high level of security, low crime rate, high level of technology and living conditions. Globally we are most associated with sports, Santa Claus, Moomin, Lapland and Helsinki.

On the same front our weaknesses are our heterogeneous variety of tourism operators. A portion of our operators are trained professionals while there is also a selection of entrepreneurs whom could be viewed as amateurish. Due this the quality of service for a tourist cannot be guaranteed all of the time. This situation also reflects the fact that the provided tourism services are splintered without cohesion. The negatives of this are the lack of travel packages in certain areas of the country, which are the most high demand tourism form. (Virtanen, Vesterinen, and Ahonen 2006, 15)

As a large proportion of Finnish tourism operators are micro-companies, stronger cooperation is needed. Stronger salesmanship and advertising are both required necessities for continued growth as is more varied international promoting of our country as a tourism location. (Virtanen et al 2006, 15)

3. TOURISM STATISTICS

3.1 Case study of Finland and Kainuu Region

To give structure and support to the findings of this thesis, below is statistical tourism data, mostly focusing between years 2007 and 2010 in order to ensure that the given information is still valid. These statistics serve the purpose to show amongst other things the growth of tourism consumption in the past few years as well as what appear to be Kainuus main tourist markets.

In the year 2009, in Finland there were 18.6 million nights spent in a hotel, hostel or in a dedicated accommodation service. Of these 13, 7 million were Finnish and 4.9 million were foreign visitors. 66 per cents of this demand were leisure oriented and the remaining 34 per cents work oriented demand. The ratio that year was slightly larger in Finland than in the global medium, as globally leisure oriented demand is sixty-three per cents and work oriented tourism is thirty-seven per cents. In comparison, the predicted number for nights spent for 2010 was roughly 19 million nights. (Harju-Autti.2010, 22)

In the comparison, the final results reveal that of these 19 million visitors roughly 6.2 million were foreign. A large majority of these travellers were Russian (2.56 million, +17% to 2009) whom also had the largest spending in Finland; 653 million euro's with an average of 255 euro's per visit. This was almost six times more than the second largest foreign spender, Sweden. (MEK. 2011; 24, Tilastokeskus 2010 & 2011)

In 2004 tourism was responsible for 2.4% of Finland's GDP and was consumed for 9 billion euro's. At the time tourism also employed sixty thousand persons (Virtanen, et al 2006; 9).

By the end of 2007 this consumption had grown to 11 billion euros (+22%). Housing constituted 1.54 billion euros of the total sum and Kajaani itself was responsible for 4.4% of all the nights spent in 2007 which correlates into roughly 61 million euros of income (Tilastokeskus 2010).

In 2009 Kainuu had approximately 824.850 nights spent, 740.160 of them being Finnish and 84.690 of them being foreigners. In 2008 Finland had 956 accommodation service providing facilities of which 897 were hotels (approx. 93%) and of these service providers thirty-six were located in Kainuu (approx. 0.037%). Kainuu also has thirty-nine entertainment service-

providers, which make up approximately 0.036 per cents of the total 1061 providers in Finland (Harju-Autti 2010, 27).

The number of nights spent in a commercial accommodation in Kainuu by domestic travellers has grown by thirty-two per cents in five years, 2004-2009, with an annual growth of 5.89%. Kainuu still constitutes less than five per cents of Finland's number of nights spent in commercial accommodations quota – 238,000 nights spent in Kainuu compared to the total of 5 228 000 nights spent in Finland by domestic travellers. Nevertheless, the number of nights has grown with 32.2 per cents during the five year period and Kainuu's share of the total has grown from 3.9 per cents in 2004 to 4.55 per cents by 2009. This shows an average annual growth of 0.12 percentile units or 11.600 nights (Tilastokeskus, 2010).

By 2010 the number of nights spent in Kainuu had grown from 945.000 to 959.700 (+1.6%). This was due to the growth of Finnish visitors to 763,600 (+3.4%) but with a decrease of foreign visitors down to 71,800 (-12.9%). Despite this drop in foreign visitors, the year was considered to be a successful one when compared to 2009 which had seen a fall both in domestic and foreign visitors. Of all the municipalities in Finland, Kainuu was ranked as number seven in a list of municipalities with the most nights spent. The municipality's peak moments in tourism are March and July while the number of tourists is at its lowest during May and the early winter months between October and December. (Kainuun ETU, 2010)

In 2009 for Kajaani this meant 45 million euro's of income, excluding VAT. The largest contributor was retail sales, which generated an income of 24.9 million euro's, followed by food and accommodation services with 17.1 million euro's. Even in areas like Puolanka, tourism generated over 4 million euro's, pre-VAT. It is interesting to point out that retail sales together produce more income around Kainuu than accommodation in general. In some smaller areas such as Paltamo, income generated by garages and traffic largely outperforms that of accommodation and food services. (Kauppila 2011, 17-19)

Between 2002 and 2009, Kajaanis tourism income had increased by approximately 5.4 million euro's- from 39.4 million to 45.2 million. The growth can mostly be attributed to increases in retail sales, entertainment services, and garage services, whereas accommodation and food, and traffic had dropped. The clearly largest grower in Kainuus tourism was Sotkamo, which had in the same time increased revenues by 11.7 million euro's, which is thanks to growth on all areas of tourism income. On the lower end were Puolanka (-331 thousand)

and Suomusalmi (-217 thousand). On the whole, the entire Kainuu region has enjoyed a healthy growth of 20.2 million euro's inside the same time period. (Kauppila 2011, 25-26.)

Sotkamo with Kajaani is also the largest source of nights spent inside the region. While the number of nights spent in Kainuu between 1995 and 2009 has increased by +46% (295 294), the number of foreign nights spent has grown by a whopping 74% (43 649). In 2009 75% of these staying focused inside either Kajaani or Sotkamo. (Kauppila 2011, 47-48.)

The largest sources of foreign visitors to Kainuu in 2010 have been Russia (45,000), Germany (4850), France (2350), Estonia (2025) and Sweden (1750). The number of visitors from these countries have all been in decline for the past two years are Estonia, with Russian visitors being at their peak in 2008 at 68,120 nights spent in Kainuu – a drop of -34% by 2010. The Russian tourist presence, being almost 63% of all foreign tourism, is well documented. (Tilastokeskus 2011)

The largest growing viable target market for Kainuu has been Estonia with a change of +90.3% between -09 and -10. Excluded are countries such as South-Korea which had an increase of 100% but a change of only 5 visitors. (Kainuun ETU-keskus, 2010; 1-4)

Estonia's growth has remained consistent up to 2011, with an increase of 29 per cents between 2010 and 2011. (Tilastokeskus. 2011)

Most focus and expectations are being put on developing tourism from Germany, Spain, Great-Britain, Russia, France and the Netherlands. Estonia and Lithuania also are important market areas for Finnish tourism. In future development the main focus groups are said to be the elderly and people below the age of 30. While it is not believed that the market share of Scandinavian tourists to Finland will grow, Norway and Sweden continue providing a large volume of visitors, while also remaining our largest competitors. (p. 15) In relation to foreign travellers, Finland has had a stronger growth rate than Sweden or Norway and this growth is believed to continue onwards into the future (p. 13). (Virtanen, Vesterinen, and Ahonen 2006, 13, 15)

In 2004 forty per cents of all foreign tourists travelled to Finland with their families or relatives and every fifth such traveller had bought a travel package. On local level tourism is a notable source of livelihood. Kainuu is an example of the fact that most tourism centres are located outside the capitol area. (Virtanen et al 2006, 13)

In its 2003 to 2020 development plan, Kainuu municipality office claims that in the travel sector its main target is to promote foreign tourism in the region. Focus points in this devel-

opment program are nature-, sports- and welfare tourism. Also culture and event tourism are planned to be developed. As the Finnish nature continues to be a growing attractor there are plans to try and design multifaceted tourism activity for every part of the year. (Virtanen et al 2006, 34)

In the year 2006 the consumption of tourism was altogether 10.2 billion euro's. Foreign travellers' share of it was 2.8 billion or 27 per cents. Tourists used 165 million euros on culture services; the foreign share of it was 54 million euro's or 32 per cents. In 1995 cultures share was 72 million euro's, which indicates that in eleven years the consumption has increased by more than 90 million euro's, which totals an average growth of 8.45 million euro's, or 9.4 per cent's, each year. While culture consumption by tourists has increased during those eleven years, the foreign share of this consumption has fallen by 9 per cents (approx. 0.82 per cent unitas per year) (Kulttuurin matkailullista tuotteistamista edistävä työryhmä 2009 – 2013; 12).

This trend has continued onwards, as the results show that foreign tourists spent 2.04 billion euro's in 2010 – almost 800 million euro's less than in 2007. (Tilastokeskus 2011)

4 RESEARCH METHODOLOGY

The empirical part of this study is explained in this chapter and the next chapter. In this chapter, the research methodology is fully discussed. The research methods, the research participants and the research questions are explained. Thus, the back ground data needed for this study was gathered via both an interview and a close-ended questionnaire. Both of these tools were written based on information gotten from the Kainuun ELY-keskus, which supplied strategy plans and other such development texts by various Finnish government organizations, i.e. Suomen matkailustrategia vuoteen 2020 & Toimenpideohjelma vuosille 2007-2013.

In this research, the qualitative research methodological approach is adopted. According to Strauss (1990, 17) qualitative research is any kind of research in which findings produced is not by means of statistical procedures or other means of quantification. In her own opinion, Barbour (2008,11) argue that although some criticisms has been directed against qualitative research, without taken into account that qualitative research answers very different questions from those addressed by quantitative research. It was noted in her argument that qualitative methods cannot answer questions such as ‘how many?’, ‘what are the causes?’, however it can provide an understanding of how official figures are created through social processes. QSR International Inc. (2011), elaborately explained qualitative research as a form of research, which uses analysis of unstructured information, such as interview transcript, open ended survey responses, e -mails, notes, feedback forms, photos and videos to seek out the ‘whys’ and not the ‘how’ of it topic, without relying solely on statistics and number which are the domain.

From the start, it was decided that the data collection would be split into two parts – the qualitative interview and the more quantitative questionnaire. The decision was made so that the more distanced companies from Kajaani tourism companies, such as Vuokatti or Ukko-halla would be contacted via e-mail sent questionnaire.

The interview questions design was based on a previous culture tourism study found in the text “Yhteenveto kulttuurimatkailun nykytilasta & kehittämistarpeet toimenpidesuhteeseen” made by Nina Vesterinen in collaboration with Matkailun Edistämiskeskus (MEK).

4.1 Research Design

According to Adams et al (2007, 81), it is stated that the research design is a basic plan for carrying out a research. It often outlines the methods and procedures for collecting, analysing and presenting of the needed information. Furthermore, Fink (2005, 59) is simplified the term that the research design is a way of organizing the research materials (needed information, participants etc.) so that the objectives and goals of the research can be attained successfully.

There are many types of research design. Adams et al (2007) classifies it into controlling method (experimental, quasi-experimental and observational designs), time sequence (prospective and retrospective designs) and sampling method (clinical trial, case-control study and cross-sectional study design). Fink (2005) supports this classification with big explanations on each of sub-designs. Therefore, case study design is seemed to be relevant to this study if it is adjusted. Due to the needed information and the objectives of this study, case study design was employed.

4.2 Research Sampling of Participants

Fink (2005, 82) states that the samples are the true representative of the entire population of the research subject and the outcomes from the samples should be able to be generalized on the population. However, the process of selecting the best samples that have all the features of the real population is known as sampling (Adams et al 2007; 87). Thus, researchers of this study initially planned to be in contact with the research participants personally in order to categorize them and select the best sample but it was noted that there were many smaller companies in Kainuu region and the companies dealt with very small and different aspects of cultural tourism, in addition, these companies were scattered all over Kainuu region and getting to them one by one was not feasible within the short time available to conduct the research. Therefore, categorizing the selected companies was problematic. As a result of this, the decision was made to contact all of the selected companies which the researchers believe offer at least a cultural tourism product via e-mails, any company which in her response to the questionnaire is found not to offer any cultural related products is consider not eligible for the survey. The reliability of the participants in this survey is rooted in the number of

years which such companies has been existing in Kainuu region, which is put to between 10 to 20 years.

4.2 Research Participants

The participants for this study are the more prolific tourism companies or organizations around Kainuu area, such as the municipality of Sotkamo, or Idän Taiga. They are the most well-known operators in the area and have existed in the area for a considerable length of time. These companies were approached and interviewed via an electronic questionnaire because of two reasons: they are responsible for a considerable amount of tourism in the region and have existed in the area for over a decade. This decision was further encouraged by feedback from a brief dialogue with the Kainuu ELY centre. Some of the research participants in this survey, from which answers were received include groups as the Kainuun kotiseutumuseo, the Upitrek company, Juminkeko Runolaulu group, municipality offices of Suomussalmi and Kajaani, and the Kuhmo Festival organisation

Due to the number of smaller, often family owned tour and tourism companies, the list of targets to be approached by a questionnaire was narrowed down by relevance to cultural tourism: a considerable number of tourism-related companies in the region focus on food or accommodation services which have very little ties to cultural traveling. In the end, the number of targeted participants was narrowed down to eight. Factors that narrowed down the list were the weak ties to tourism some companies had, lack of contact information or e-mail addresses or outdated information which lead us to believe that the operator was no longer in business.

Nonetheless, two interviews were also conducted for further information, one with the retired cultural tourism entrepreneur, Pekka Lackman, the other with Aila Vähämaa, director of Kajaani Info.

Pekka Lackman, a retired tourism worker and researcher in Kainuu with a thirty year experience in the field. Even in his retirement he still participates in dramatic guiding in Kainuu and he is in charge of organising Kainuu's Pensioners' travels and the Finland-United States friend-group situated in Kajaani. Earlier in his life he had also started Kainuu's first judo league.

Aila Vähämaa, director of Kajaani Info, is also a long-time worker in tourism at Kainuu, she is even currently working with Kainuu to write out the next definitive tourism future strategy for the area.

4.3 Research Questions

As it was mentioned earlier that this study employed open-ended questionnaire, the questions are designed in order to collect valid and reliable information. Thus, the questions are divided into two parts: major and minor. The major questions are designed to collect the basic research information while the minor questions are aimed to collect subordinates information. The questions are as the following:

Major research questions

- How are tourism companies feeling about the state of culture tourism (industry) in Kainuu?

Minor research questions

- *What are the main attractors for tourists to come to Kainuu? What are Kainuu's greatest selling points on the field of tourism?*

Note: the purpose of this question is to see if a single or several cultural products are important attractors in the eye of many companies.

- *Is cultural tourism successful as a business in Kainuu?*

Note: this aims to know the perspective of the companies on the worth of cultural tourism and any investments put into it. The regions investments into tourism have increased significantly from 1990's but has this been worthwhile?

- *Does cultural tourism have a strong presence in Kainuu?*

Note: this is to know the importance of the cultural tourism and even is the local culture tourism business significant to the area, is it left to exist as a lone entity without much government attention?

- *Does Kainuu have enough cultural tourism attractions for the industry to expand?*

Note: this aims to know if the local cultural resources already tapped or are there yet more to be utilized?

- *Can cultural tourism successfully compete with other forms of local tourism?*

Note: this is show the level of competition in the regional industry and to know if the cultural tourism is a 'fad' or it will grow and expand into a well-based industry of its own.

5 RESEARCH RESULTS AND DISCUSSION

The data analysis, the research results and the research discussion are explained in this chapter. Due to open-ended questions, the collected data were mainly qualitative. Thus, the data analysis and the results are explained simultaneously. The results are subdivided into interview and questionnaire. Moreover, the last of the chapter deals with the discussion.

5.1 Research Results

The research results are presented here as they were written and recorded so that the provided information would remain valid and reliable. Although, there were language corrections, yet the main information remained the same. The results are explained in the following subtopics below.

5.1.1 Interview Results

In order to simplify reading, the two interviewees will henceforth be regarded as interviewee (A) and (B). Interviewee (A) stands for Pekka Lackman and interviewee (B) stands for Aila Vähämaa.

Question: What does cultural tourism mean to you?

Responses: The respondents rather than answer the question, talked about the importance of tourism, (A) agrees that tourism is one of the largest sources of income today. Being a retired tourism entrepreneur in Kuhmo, he found that, in relation to cultural tourism, foreigners are interested in traditional and cultural aspects of Kainuu, which include the history, poetry and tar culture.

(B), on the other hand, informed that many travellers search for information about cultural tourism location and history of the area. However, both of them agree that there is a very high economic incomes coming out of tourism.

Question: Do we research enough tourism here at Kainuu and are such researches important in your opinion?

Responses: Both interviewees agree that research on tourism is very important. (B) even attested that, she is a part of the team designing Kajaani cultural strategy. (A) further informed that already, there are courses in the polytechnic and vocational school doing researches on tourism. Also, he mentioned that cultural organizations such as the Eino Leino group are working on different research in tourism.

Question: Is Kainuu in your opinion an attractive cultural tourism location?

Responses: According to (A), this question appears a little tricky because, the further away people come from; the more interesting Kainuu is to them, while people right next to Kainuu see it differently. (B), thinks Kainuu is a notable cultural tourism location, with activities like, Kajaani dances, poetry week, Suomusalmi theatre play, Kuhmo chamber music was also mentioned

Question: What interests' foreigners about Kainuu?

Responses: In the views of (A), the old traditions, like Kalevala interests foreigners, to the Russians, the poetry village is a big interest. He also agrees that Kainuu closeness to Russia interest people, he concluded that the attitude of Kainuu people is of interest to some foreigner, using the Dutch tourists as an example, who he claims are interested in the originality and honesty of the Kainuu people. While (B) believes that the services and events in Kainuu, including its history and nature are the things that interest foreigners.

Question: What strengths does Kainuu area have in cultural tourism?

Responses: In answering this question, (A) pointed that a major strength of Kainuu in cultural tourism is its ability to place itself on the world map. Examples include the Kuhmo chamber music, which is also used to show that the music culture in Kainuu also is doing well and warrants both attention and interest.

Question: What are the weaknesses of Kainuu in term of cultural tourism?

Responses: The attitude of "we are not special" of the people is hampering development and it is a major weakness militating against cultural tourism development according to (A). From (B) response to this question, it implies that the weakness is basically lack of cooperation, there is also the need to combine cultural product into packages for tourists.

Question: Are Kainuu cultural events and products advertised enough to our domestic and foreign tourists?

Responses: (A) agrees that Kainuu has done enough hard work to advertise to outside world, for example Christmas market in Germany and other countries, cultural events and products in Kainuu are being promoted. Also Kalevala spirit was mentioned working hard to advertise the cultural events of Kainuu. On the other hand, (B) thinks Kainuu's cultural events and products have not been advertised enough. She attributed this to the fact that, advertisement is being done individually instead of collectively. However she agrees, that language independent thing, like music has been successfully promoted.

Question: Kainuu is generally taken as a nature and sport area. Has cultural tourism chances to compete with these two forms of tourism and how far behind them are we?

Responses: (A) agrees that, although the number tourists coming for sport and adventure, like downhill, skiing is large and will continue to rise. He nevertheless, believes that cultural tourism stand a good chance of surviving and flourishing in the future, because of the signs of revitalization in that sector like the turning of the Eino Leino building at Paltaniemi into a cultural centre by the Leino and Lönrot groups. (B) right away agrees that Kainuu stand a great chance in cultural tourism because people are interested and do travel to Kainuu to experience its' culture.

Question: Can you name cultural product that we haven't used enough?

Responses: In (B) opinion, the Kajaani castle and tar have not been well used. To emphasize the point, (A) gave the following example to underline Kajaani's belief in the future of the tar culture. According to him a tar boat had gone old and become leaky. The Kajaani town realized its rarity and worth, and had it repaired. The boat is expected to be sailing the tar route and foreigners visiting are expected to participate in tar burning.

Question: How could more cultural tourists be attracted here?

Responses: In (A) opinion, Kainuu's cultural selection should be increased, especially for local people residing in Kainuu and Finland. In that the direction, he believes the region is in the right direction as, at the moment, there are twelve summer theatre operating in Kainuu area, which is exceptional for Northern Finland.

Question: Are there any Finnish activities in Kajaani foreigners would like to experience?

Responses: (A) thinks fishing is one activity where there has been much interest. Another area is logging and log contests, which have continued to gather attention. The sauna tradition is said to be of great interest too. In that view, a sort of a sauna park was suggested by him, the type of sauna he opines for is a beach sauna or a smoke sauna, since the electric sauna is not really traditional.

Question: In Kainuu foreigners are about 20% of the whole tourists mass. Should we try and focus on attracting in more foreigners that are known for high spending or focus on the already strong domestic markets?

Responses: (A) believes Finland is one the European green lands and people will travel more to see it in the future and as result, there should massive investment in services. He thinks it would be proper to focus on both foreign and local markets, when advertisements are being made about Kainuu.

Question: What kind of future does Kainuu have ahead of it, in cultural tourism?

Responses: (A) thinks it has a very nice future, although not an amazing one. However he believes that with time things will improve, as it is slowly being understood that, there are economic outcomes for this type of tourism.

Question: What particular cultural tourism location should be put under development here in Kainuu?

Responses: (A) pointed that, people are interested in hearing about great lives and deeds. To this end, great writers like Päätaalo, Kianto, Kekkonen and Lönnrot and events associated with them should be used to create something new. This he thinks will attract some new tourists to this region.

5.1.2 Questionnaire Results

Question 1: How interested is your company in cultural development?

Responses: Out of the 13 respondents who answered, ten were very interested, one did not answer, while one said they are interested in tourism but not cultural tourism.

Question 2: Why do you think it's important to research cultural tourism and its economic impacts?

Responses: Two respondents believe that the research in cultural tourism is not important. One of the respondents thinks it is important to research because tourists would like to learn from the population and its culture. The remaining respondents think that, it is important to do such research because of the importance of tourism to the economy of Kainuu region.

Question 3: Mention three most important reason for visits to Kainuu

Responses: Ten (10) of the respondents choose nature, four (4) chose events, seven (7) chose culture, two (2) chose Vuokatti, one (1) chose Winter War history.

Question 4: What are in your opinions Kainuu strength as a tourism location?

Responses: Eight (8) people chose nature, three (3) respondents chose the people of Kainuu, two (2) chose the Kalevala folklore, one (1) chose the nearness to the eastern border.

Question 5: What are in your opinions Kainuu weakness as a tourism location?

Responses: Poor public connection and transportation, lack of coherent marketing, long distances from many directions, lack of information in other languages, internal competition instead of cooperation.

Question 6: Kainuu has an image as a sport tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?

Responses: Only one respondent thinks cultural tourism cannot succeed, citing the non-existence of culture as the reason. The remaining respondents believe cultural tourism can

succeed alongside other forms of tourism in Kainuu. In their opinion, some areas where there should be improvement to make cultural tourism succeed includes, diversification to cater for different people, better marketing of existing cultural activities in Kuhmo, Kajaani, Suomussalmi.

Question 7: Interest towards is often divided into four categories: arts exhibition, festivals, monuments, local population/lifestyles. Which of these four in your opinion attracts the most visitors to Kainuu?

Responses: Three (3) respondents picked arts exhibition, nine (9) respondents thinks festival attracts the most visitors. Only one respondent picked the local culture. One of the respondents is of the opinion that local visitors come for festival and monuments while foreign visitors come for festival and local populace/ way of life.

Question 8: What other things are there in Kainuu that attract in cultural tourists:

Responses: Varied answers were gotten to this question, such answers include: Ancient Kalevala, winter war history, Lönnrot and other great personalities and their history, old cultural heritage, Kapsakka Company, and the Viena-Karjala route.

Question 9: What cultural tourism product or location should be put under further development?

Responses: Out of thirteen (13) questioners, nine (9) answered, and it was Kuhmo (3/9) that was considered to be the most suitable target for future development, even if it is (and especially because it is) already most successful cultural tourism location in Kainuu. Kuhmos position would be as that of a figurehead that helps carry forward all of Kainuu area and promote the whole region for its tourism resources.

Question 10: Name up to 3 different cultural tourism locations that in your opinion help to attract tourists to Kainuu.

Responses: Eleven sets of answers were gained and the three most attractive locations turned out to be Kuhmo's chamber music (7/11), Kajaani Poetry Week (6/11) and Raate and all the Winter War-related locations related (5/11). Lönnrot, Sommelö, Ilmari Kianto and Eino Leino each also gained 2 votes. Single votes were cast for Naapurivaara dances, Hossa color cliffs, Veikko Huovinen, Kalevala, Oulujärvi, Paltaniemi and Kajaani.

Question 11: How could Kainuus cultural tourism activities be promoted better or do they get enough marketing and attention already?

Responses: Due to the open nature of the question, very diverse answers were received.

Answers included statements such as: “through providing unique and authentic products and experiences”; “making spearheads out of already well-known locations to promote smaller ones”; “long-term plans that are carried out to the end since results only start to show up after multiple years”; “cooperated marketing and creation of shared tourism products”; and “through governmental/regional funding.”

Common products could also be tailored into travel packages; ensuring that the products remain unique and experience rich. Another proposed method would be to collaborate with the already high-profile locations in Kainuu, such as Kuhmo. The tourism industry should also understand the importance of cultural tourism and give it more space in their advertising.

Question 12: Is tourism economically important to Kainuu?

Responses: A very strong yes – the Kainuu agriculture produces 90 million euros annually whereas tourism produces 138.5 million. The importance though varies by area as different regions of Kainuu produce differing amounts of tourism income. A strong majority of answerers also underlines that tourism is a strong employer in Kainuu. For an example, 10 per cents of Sotkamo’s tax incomes come from tourism.

Question 13: Foreign or domestic markets?

Responses: The most dominant answer was ‘both’, though most answerers consider domestic to be the current lifeblood of the area. Foreign markets should be approached for future in mind while the domestic markets continue to uphold the current situation. For cultural tourism, foreign markets find our selection more exotic as interest grows with distance – people of Kainuu are not a strong market for Kainuu history. A stipulated problem was that distances also pose the problem of getting a visitor to come again from abroad. Due to shorter distances domestic traveller could do several return visits.

For foreign markets work should be done to spot viable market groups and then do target marketing towards them. With modern age it is also theorized that getting into contact with

foreign markets should become easier with internet advertising and communicating being as popular as it is.

Question 14: How well has Kainuu attracted in new tourists to the area?

Responses: Four (4) answered “not well”. The most common reason was because of lack of cooperated marketing or other reasons. Eight (8) instead answered “well” or “quite well”, though there were remarks that more work is still needed, that the region has also increased its capacity to hold in more staying visitors, and that the growth is mostly generated by domestic tourists – Russia is the only growing foreign tourist market. One (1) answerer could not reply to this question.

5.2 Discussion

The primary goal of this thesis is to research the current underlying mentality of the Kainuu area cultural tourism industry, the current economic situation of that same industry, and to find out of its future possibilities from the areas operators and companies in order to create a basic summary of the industry’s position now and of its long-time future. This task has now reached its conclusion with positive results on each of its basic research problems and goals.

The first major goal is to find out if there are enough cultural attractions in Kainuu; what types of such attractions exist here; and the income produced by cultural tourism and how it compares to Kainuu’s whole GDP. And, the second goal was to gather information on possible ways of improving and/or developing cultural tourism in Kainuu, and to list different opinions on Kainuu’s future on the field of tourism.

Firstly, it was important to verify that culture indeed did have a visible economic presence in Kainuus tourism business. A majority of the answerers, amongst them a municipality chairman, and both of the interviewees consider tourism to be important to the area, and seven cases considered the Kainuu culture to be the main reason to visit the area. Many of the municipality’s and MEK’s researches also seem to point towards the fact that even the average people of the area are found interesting; three of the questionnaire answerers thought likewise. It is clear though that at the moment the most respected and visible parts of Kainuus culture are its many events and festivals, as stated by seven companies that an-

swered the questionnaire. The obvious flag bearer for Kainuus events is the Kuhmos chamber music festival, which was lauded by many answerers, and for a clear reason since the festival has its 42nd presentation this year with a budget close to one million euros.

As a large majority of the answerers had positive interest in cultural tourism and its research, as well as optimistic views of the industry's future, eleven out of twelve believing in cultural tourism's chances to compete and succeed, it can be concluded that the mentality governing the industry is quite positive without much stress or worry over the future situation – in fact, most operators on the area believe in future growth citing that before the global economic recession the tourism movement at Kainuu was on a steady growth and will be so again once the recession's final moments are over. Faith in tourism's importance is not mere unfounded optimism but based on the fact that tourism produces more income to Kainuu than its agricultural industry (138.5 million euros compared to approximately 90 million euros in 2009). Tourism is also one of the larger employers in Kainuu at the moment, offering either permanent or seasonal jobs. So, suffice to say, tourism's influence and effect on Kainuu is strong, very strong. As shown by Finland's Statistics Centre's gathered data, tourism is expected to grow even more with time.

Foreign tourism on the other hand appears to remain fluctuant, as shown by results of previous years. In addition to the strong climate, price-level, and distance of the area, Finland and Kainuu simply are not yet well-known targets for foreign travellers, which leaves Finland with only a few notable target audiences, namely Russia (653 mil. euros 2010); Sweden (181 mil.), Germany (157 mil.) and Estonia (121 mil.) who have once again shown signs of growth in 2011. Nevertheless, as shown in an earlier chapter, Finland has had a downward trend in most foreign tourist markets which will eventually face us with the question on whether to try to broaden our foreign customer base or to try to increase our visibility on our already existing markets. Most of the companies who took part in this research recognized this situation and believe more strongly in domestic than foreign tourism, though all of them are hoping for a change in this situation.

The found out selection of attractions turned out rather large and colourful. Most underlined and noted attractions were the previously mentioned prestigious Kuhmo chamber music, the Kajaani poetry week, and the Winter War memorials. Music and history appear to be two very strong selling points at the area: Kainuu sports the Hossa cliff paintings from near the Ice Age, the Sommelo music festival, the Kalevala Spirit and Juminkeko Kalevala Center. Domestic tourists are also interested in the many famous writers from the area, like Ilmari

Kianto, Elias Lönnrot and Veikko Huovinen. The area also has a designated building in the honor of Urho Kaleva Kekkonen. Kainuus geographic location also works to help tourism due to the nearby presence of the Russian border – Kainuu also gathers large amounts of Russian tourists who have shown interest towards local music and life. Many of these locations still are considered to be in a state where their full potential has not been reached. This shows that the resources of the area have not yet been completely tapped, which is considered to be another point of development for the future.

Kainuus most successful and best known cultural tourism attractors are events or event-related, which are mostly annual and locked to a certain season. For an example, Kuhmo Chamber Music Festival is scheduled to the end of July while the Sommello music festival happens at the end of June. This led to one suggestion of trying to create a schedule of events that covers the entire year, though this has limited potential as not all seasons of Finland are equally tourist rich.

The development of the area is considered to be mostly a social circumstance – the greatest problems acknowledged at the moment are the lack of cooperation and communication between the different companies, each trying to promote and sustain themselves without strong awareness of the work the others have done. A vast majority of the answerers are aware of this problem and some of them discussed the possibility of an electronic communication network to help solve the situation. A united electronic marketing forum or website for the entire Kainuu tourism experience has also been suggested – most of these solutions revolve around e-commerce or social media, the logic being that they are easier to uphold and can reach a far wider audience than more conventional forms of advertising.

6 CONCLUSION

In the end, it can be argued that the original intention of this research -to find out if cultural tourism can succeed no matter the location, and if Kainuu can succeed as a cultural tourism location- has turned out favourably: they indeed can. As detailed in above chapter, tourism is a large source of revenue to the local public sector and the most prominent tourism attractors in Kainuu are either festivals, historic monuments or events – cultural tourism locations. Another point of interest was to find out what kind of thoughts the local tourism operators had on the current and future situation. These varied from optimistic to very positive while negative opinions were a clear minority. Images of the future were also bright or at the very least satisfying. No one appears to believe that tourism as a business will dry out from Kainuu in the foreseeable future. Nearly all operators also agreed that cultural tourism is significant and important to this area.

All in all, it can be argued that the above statements are correct: cultural tourism does not need heavy industry to allow itself to prosper and Kainuu is not by any means a location without successful tourism.

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APPENDIX

The Interviews

A) Director of Kajaani Info, Aila Vähämaa

Question: *What does cultural tourism mean to you and to Kajaani info?*

Vähämaa: Much in the sense that many travellers search for different cultural tourism locations, information, history of the area and of course ticket sales for different events. So we also have economic incomes out of tourism.

Question: *How important is researching cultural tourism?*

Vähämaa: I would consider it to be important, I was myself part of designing the Kajaani cultural strategy. This research aids us in developing things and understanding where we are moving forwards from.

Question: *Is Kainuu an attractive cultural tourism location?*

Vähämaa: I think it is, if we think of Kainuus notable cultural tourism locations, like Kajaani dances or the poetry week. Nationally we also have a notable theater; we have Suomensalmi and theater play, Kuhmo chamber music and others too. But in my opinion culture has a significant part in tourism.

Question: *What kinds of things attract tourists to Kainuu?*

Vähämaa: Maybe partially a good selection of services and events, like Kuhmo chamber music. Kainuu also has a history and nature and many things that belong to these two categories are important.

Question: *What weaknesses does Kainuu have in the field of tourism?*

Vähämaa: We need to work on our cooperation. We need to understand and even experience the benefits of common goals and shared results. We also need to combine our cultural products into packages.

Question: *Are Kainuus cultural events and products advertised enough to our domestic and foreign tourists?*

Vähämaa: I am not sure if they are advertised enough. Everyone is probably trying to promote themselves. Marketing some of the events to foreign areas might be difficult. Best promoted are perhaps such events that have elements from outdoors and nature, or language independent things like music. Kuhmo chamber music for instance is very successful because of that.

Question: *How well can cultural tourism compete with sports and other forms of tourism in Kainuu?*

Vähämaa: I think we at least have good chances. People are interested and they do travel for culture too.

Question: *Are there any competitive methods to a similar success?*

Vähämaa: Maybe the marketing message and delivering that message to a wider audience, both in Finland and abroad.

Question: *Are there in your opinion cultural products in Kainuu that haven't been taken an advantage of?*

Vähämaa: Perhaps our selection of food and history. We do have Kalevala spirit and culture and nature combined. In my opinion we are still lacking that fundamental Kainuu spirit.

Question: *What is in your opinion "Kainuu"?*

Vähämaa: If I think of the Kainuu people, I think a lot could be gained from us. When compared to some areas we are quite different. Kainuu is more open, talkative and honest, not disclosed. We are truthful to ourselves when compared to southern Finland. We're not glum or distant.

Question: *In your opinion, should Kainuu focus on marketing to domestic markets or foreign markets?*

Vähämaa: At least during conventions we have talked that the most common traveller to here is a Finnish traveller. Finnish people are the largest source of income and also our larg-

est market. Of course, the number of foreign arrivals should be increased as well and we have tried, too. Unfortunately the recession hit us during the latest project.

Question: *Is tourism significant to Kainuu?*

Vähämaa: In my opinion, yes it is. We've researched that Kajaani and Sotkamo areas produce almost seventy-five (75) per cents of all the Kainuu tourism incomes. Even though the word on the street is that Kajaani does not have tourism, we in fact do. People travel through Kajaani and they use our services even if they do not spend the night here.

Question: *How well has Kainuu succeeded in attracting in new markets to the area?*

Vähämaa: A tough question, not necessarily high volumes to the Kajaani area at least. Notable is the increase of the international share, such as the Russians. More and more foreign people are moving in the area. Of reachability, we talk that we are trying to get a competing airline into Kajaani or the northern allegro-train. This would go from Oulu to all the way through the eastern border. Actually, even maintaining the Fifth Road helps traveling to Kainuu.

Question: *What is Kainuus current situation in the tourism business?*

Vähämaa: I'd say that we're not doing downright good but above average. We believed that tourism levels were on the rise and that the number of foreign arrivals would peak but then the recession hit us. I still believe that we've done quite fine even during this notch, we've not been consumed by this recession. After this setback we have a good position to start planning our development from. When the economy starts to rise again, we can get in here more qualities and services that are important to tourism, also transportation so that people could come here all the way from Kuopio. Equally important is to improve cooperation and working together in the Kainuu area, we are not so many that we could avoid working together.

Question: *What tourism target should be put under development?*

Vähämaa: We have so many small things in addition to our events. Nice nature-culture combinations and experiences that we could tie traditional food, history and nature into; one of these small events where you could experience real Kainuu. For an example, the Suomus-

salmi holiday village had once a national opera arranged into the forest. We had the pleasure and opportunity to sit in the nature and enjoy culture.

B) Pekka Lackman Interview

Question: *What does cultural tourism mean to you, Pekka, and what is your connection to it?*

Lackman: I consider it to be very important. My background is as a tourism entrepreneur in Kuhmo and found out then that amongst others foreigners are interested in history and actual reality. They wanted to hear poetry singing, so the traditions and all such that make up our culture - tar culture above else.

Question: *And the economic effect of tourism to Kainuu area?*

Lackman: Tourism is surely one of the largest sources of income today. The investments made show that tourism is one of the dominant economies here.

Question: *Do we research enough tourism here at Kainuu and is such research important in your opinion?*

Lackman: It is very important so that we know where we are going. I also think that we are doing quite a lot of research; we have the polytechnic and vocational school courses. Then we also have cultural organizations that have their effect on the situation, such as the Eino Leino group.

Question: *Is Kainuu in your opinion an attractive cultural tourism location?*

Lackman: This is a tricky question. The longer people come from the more interesting Kainuu is. Then we have people right next to Kainuu that do not see it the same way. Many ask what is so interesting about us and our lifestyles. The food culture is in good shape here and we know how to take use of it. Special products we have plenty and we've also developed them.

Question: *What interests' foreigners about Kainuu?*

Lackman: The old traditions, like Kalevala. Poetry villages we have, like in Russia. Our neighborhood to Russia also interests people. For instance, Dutch tourists thought the peoples honesty to be an amazing thing - originality and honesty.

Question: *What strengths does the Kainuu area have to cultural tourism?*

Lackman: Kuhmo has its chamber music festival. Originally the option was downplayed and people wondered why Kuhmo should obtain a grand piano. Now they do, because the chamber music has brought the area to the world map and many friends of music have enjoyed it. This example goes to show that the music in Kainuu is in good shape, especially at Hyrynsalmi.

Question: *Have Kainuus smaller areas like Kuhmo managed to advance themselves?*

Lackman: Somewhat, the music event of Lehto for an example, Kalle Juntunen has managed it excellently. Ironworking historically is also important to Lehto and it is famous cultural tourism.

Question: *On the other side, what are Kainuus weaknesses in cultural tourism?*

Lackman: Possibly the “we’re nothing special” attitude that is blocking development and for no good reason.

Question: *Are people aware of the Kainuu area?*

Lackman: Kainuu has worked a lot on advertising. Christmas market in Germany and in other countries we promote too. Kalevala Spirit for instance is a good example. In this line of work you just have to remember that it takes at least five years for you to form your core clientele. You must not give up.

Question: *Kainuu is generally taken for as a nature and sports area. Has cultural tourism chances to compete with these two forms of tourism and how far behind them are we?*

Lackman: That is a question of clients. Those who are ready to travel far for culture are fewer than those who are ready to undertake the same trip in order to downhill ski. Sports and adventure will probably continue strong here. Still, there have been clear signs of revitalization. Innovations like combining the Leino and Lönnrot groups who turned the Palta-niemi Leino building into a culture center.

Question: *Now that in the modern day culture can be used as a successful marketing tool even for small environments, do you think that Kainuu has started to grow as a target?*

Lackman: Yes, vitalization has indeed happened. After a long think-thank we started to make drama guiding again. Next summer we'll see results from it. On the guiding side of things this has made tour guiding more interesting and is almost like a cultural event in itself.

Question: *Can you name cultural products that we haven't used enough?*

Lackman: Tar at least. We have tried to but the plans have gotten only half way through. Luckily we had a situation where a tar boat had gone old and become leaky. Luckily the Kajaani town realized its worth and had it repaired, now we can again sail the old tar route. So operations are still functioning. In the future it will grow. Foreigners who participate into tar burning have been very satisfied. Participating is a very important aspect of cultural tourism; luckily we provide many chances for that here. The Kajaani castle is probably another one.

Question: *How could more culture tourists be attracted here?*

Lackman: Our cultural selection should be increased, especially for local people. Twelve summer theaters are operating in Kainuu area. That is pretty unique in Finland, not many areas have that many. During the Kuhmo summer theater I tried to explain the plot of the show to the tourists but the Dutch visitors instead turned around and started to watch the local Finns laughing. For them it was both interesting and fun.

Question: *Are there any Finnish activities in Kajaani that foreigners would like to experience?*

Lackman: Fishing. There's much interest towards that. Then we have work performances, like logging. Log contests are arranged and during that time our shores are filled with people watching. The sauna tradition also, for that we should have a sauna park of some sort. Katin Kulta of course has one already but I am talking more towards the style of a beach sauna or a smoke sauna. We could show that in Finland we do not use just the electric sauna. That too involves many traditions.

Question: *In Kainuu foreigners are about 20% of the whole tourist mass. Should we try to focus on attracting in more foreigners that are known for high spending or focus on the already strong domestic markets?*

Lackman: A bit of a hard question. I believe strongly that this is one of the European green lands and people will come to see it in the future. Because of that we should invest into our services. On the other hand, even southern Finnish people are interested. Downing a bear or watching that is quite a hit these days. I'd still say 'both'. With work we can get arrivals here.

We should just somehow have an informant and advertiser in every country but still, people are coming from all sides of the world. We must still remember that most of them are from here, Finland.

Question: *Has Kainuu managed to attract in new markets to here?*

Lackman: Reminds me of our main foreign market, Russia. If we think of the St. Petersburg area, they are used to a high quality selection of culture. I've been asked that how can we live here in Kainuu when we have so few concerts. By adding more of these and informing tourists we could gather up more listeners and concerts would become more successful.

Question: *What kind of a future does Kainuu has ahead of it in culture tourism?*

Lackman: I'd dare say a quite nice one. Not an amazing one but things will improve with time. We will slowly begin to understand that there are economic outcomes for this type of activity.

Question: *What particular cultural tourism location should be put under development here in Kainuu?*

Lackman: A tough question, but I think we have a strong selection of great writers. Päätaalo, Kianto, Kekkonen and Lönnrot. By using them and the events associated with them we could create something new. People are interested in hearing about great lives and deeds.

Questionnaire Responses

Respondent 1

Questions	Responses
How interested is your company into developing cultural tourism?	Very interested
Why do you think it's important to research cultural tourism and its economic impacts?	Ihminen, matkailija, haluaa oppia tuntemaan ympäristöään, toisia ihmisiä, heidän kulttuuriaan, ajatuksiaan, aikaansaannoksiaan. Halu kokea jotain kaunista, kiinnostavaa, uutta, inspiroivaa, nautittavaa...
Mention the three most important reasons for visits to Kainuu?	Nature, people, diverse events
What are in your opinion Kainuus strengths as a tourism location?	Same as previous
What are in your opinion Kainuus weaknesses as a tourism location?	Price level, lack of coherent marketing
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	Must have much to offer to families and individuals. Existing group activities must be marketed better. The selection of activities should in general be diversified more to cater for different people.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Art performances/shows
What other things are there in Kainuu that attract in cultural tourists?	-
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Adequate
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden	Both. For foreign markets, we should focus on gathering entire traveling groups here.

growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Very important economic factor and also a rather good employer.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Activities are marketed already rather well, but culture should have a larger share in marketing.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	With hard work and successful marketing, and dedicated people this could be reached.
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Hossa Colourhill, Kianto and Leino heritage, war history
How are these targets in your opinion attractive?	They are the people's history and cultural history. Ne ovat koko kansan historiaa ja kulttuurihistoriaa, joiden tunteminen kuuluu yleissivistykseen.
What particular cultural tourism location in Kainuu should be put under development?	Ancient and folk history. Hossas coloured cliffs, post-Ice Age settlements in Finland, old folklore.
What kind of a future does Kainuu has ahead of it in the field of tourism?	An adequate future

Respondent 2

Questions	Responses
How interested is your company into developing cultural tourism?	Because we are a tourism company developing tourism is vital to us.
Why do you think it's important to research cultural tourism and its economic impacts?	So that it can be shown what kind of a cause-effect reaction cultural tourism has on the regions livelihood and economy.
Mention the three most important reasons for visits to Kainuu?	1. Good (winter) sports options. 2. Nature. 3. Culture (i.e. Kuhmo kamarimusiikki)
What are in your opinion Kainuus strengths as a tourism location?	Nature, the tourism cluster around Vuokatti with its services and accommodations.
What are in your opinion Kainuus weaknesses as a tourism location?	Long distances from many directions.
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	With good and high-quality offers that can be focused and marketed properly.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Art exhibits and festivals.
What other things are there in Kainuu that attract in cultural tourists?	Old cultural heritage
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Well for Vuokatti area, but I do not believe that the same levels have been achieved elsewhere.
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden	Abroad surely has better potential but personally I would focus more on marketing for domestic be-

growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	cause a foreign tourist visits probably only once but a domestic tourist might visit us several times.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Yes and it has also brought many permanent and seasonal jobs.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Can not say
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	Sounds interesting but how could this be achieved in reality? Kuullostaa mielenkiintoiselta, mutta miten tämä käytännössä saadaan markkinoitua ja löydettyä oikeat kohderyhmät?
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	-
How are these targets in your opinion attractive?	-
What particular cultural tourism location in Kainuu should be put under development?	-
What kind of a future does Kainuu has ahead of it in the field of tourism?	Hopefully good
Company's field of business	Matkajärjestäjä
Your position inside the company?	liiketoimintajohtaja
How many years has the company existed in Kainuu?	20 vuotta
Company's approximated annual turnover?	>500 000€

Respondent 3

Questions	Response
How interested is your company into developing cultural tourism?	Of course we are interested, but not so much towards cultural tourism
Why do you think it's important to research cultural tourism and its economic impacts?	I cannot say if it is truly important. It is of course good to try and get a competitive advantage from fact checking.
Mention the three most important reasons for visits to Kainuu?	Nature, Sport, Culture
What are in your opinion Kainuus strengths as a tourism location?	See above
What are in your opinion Kainuus weaknesses as a tourism location?	Secluded, poor connections, we are unknown
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	Maybe not equally well, we at least have good chances to compete
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Festival
What other things are there in Kainuu that attract in cultural tourists?	Kirsi Kilpeläinen
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Averagely
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to	They both are important and should be taken into consideration

domestic or foreign tourism markets?	
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Yes, very much so. It also employs well.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	There is always room for improvement
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	As a goal it sounds good
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Chamber music, Kajaani poetry week, Raate Winter War memorial
How are these targets in your opinion attractive?	They are famous and well-known
What particular cultural tourism location in Kainuu should be put under development?	I cannot say
What kind of a future does Kainuu has ahead of it in the field of tourism?	Pretty good
Company's field of business	Jokin muu, mikä? - Nature tourism
Your position inside the company?	Entrepreneur
How many years has the company existed in Kainuu?	11 years
Company's approximated annual turnover?	151 000€ - 200 000€

Respondent 4

Question	Response
How interested is your company into developing cultural tourism?	Very, it is vital to us
Why do you think it's important to research cultural tourism and its economic impacts?	It allows us to define a start and the development from that point onwards.
Mention the three most important reasons for visits to Kainuu?	Vuokatti
What are in your opinion Kainuus strengths as a tourism location?	The Kalevala folklore, nature and the Kainuu people
What are in your opinion Kainuus weaknesses as a tourism location?	Poor reachability, lack of information in other languages, poor diversity in selection of services
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	Poor reachability, lack of information in other languages, poor diversity in selection of services
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	The local culture
What other things are there in Kainuu that attract in cultural tourists?	Kalevala, the position between east and west, the silence and realness of Finland.
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Excluding Vuokatti, domestic tourism's have come OK, foreign markets are lackluster.
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on market-	We become more interesting as distances grow. The local populace is not a potential target for cultural tourism and do not bring in any new

ing to domestic or foreign tourism markets?	income.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Of course it is. With this population that percentage is good. Tourism is the one thing to believe in here in the future.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	We have no internationally known events if we exclude swamp soccer and chamber music. Tourism cannot work around just a single event if its size is not spectacular.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	I believe that Kainuu can be made an interesting cultural tourism spot.
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kalevala, Eino Leino, Veikko Huovinen
How are these targets in your opinion attractive?	Famous writers and poets, the world's most famous national epoch.
What particular cultural tourism location in Kainuu should be put under development?	Kuhmo
What kind of a future does Kainuu has ahead of it in the field of tourism?	Excellent
Company's field of business	Ohjelmapalvelut
Your position inside the company?	Director
How many years has the company existed in Kainuu?	10 years
Company's approximated annual turnover?	1.5 million €

Respondent 5

Questions	Responses
How interested is your company into developing cultural tourism?	Very interested. Our products are events and their development is not possible without tourism development.
Why do you think it's important to research cultural tourism and its economic impacts?	Yes, all research is important to the municipality and for its organizations development, but economic information is very important when searching for funding.
Mention the three most important reasons for visits to Kainuu?	A rich selection of events, the local culture history and nature.
What are in your opinion Kainuus strengths as a tourism location?	The local cultural tradition has been produced here far and we have gained plenty of research data from that, so tourism services can be built on tradition.
What are in your opinion Kainuus weaknesses as a tourism location?	Distance – poor public connections and transportation. Internal competition, where we should instead focus on co-operation. Short sightedness – we have good locations and events but we cannot necessarily understand this and market them properly.
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	This requires long-term design in marketing, because impressions are born slowly. We nevertheless have fine starting points as long as we know how to work them.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most	Festivals (Kamarimusiikki, Runoviikot, Sommelo)

visitors to Kainuu?	
What other things are there in Kainuu that attract in cultural tourists?	Viena-Karjala route, the cultural tourism option to visit the borders other side.
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	-
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	Both are needed, but foreign visitors should be given more resources once basic supply and demand domestically is working OK.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	-
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Some good marketing has been done but the results will be seen only after years. This should be carried on in the future.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	-
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kuhmon Kamarimusiikki Kajaanin Runoviikko Kansanmusiikkijuhla Sommelo
How are these targets in your opinion attractive?	All of them are high-quality events
What particular cultural tourism location in Kainuu should be put under development?	The Kuhmo area has much cultural potential that could be handled better. Suomussalmi also is a good example; it has managed to complete some major tasks such as the theater building.
What kind of a future does Kainuu has ahead of it	That depends on our ability to co-operate and use

in the field of tourism?	our strengths.
Company's field of business	Event services
Your position inside the company?	Producer
How many years has the company existed in Kainuu?	6 years
Company's approximated annual turnover?	100 000€ - 150 000€

Respondent 6

Questions	Responses
How interested is your company into developing cultural tourism?	Very interested, it is our main occupation and interest.
Why do you think it's important to research cultural tourism and its economic impacts?	Cultural tourism and its economic significance is often downplayed and people often think culture only includes high culture which touches only a small part of cultural tourism. Cultural forces also rarely invest into marketing that promotes traveling because we have not managed to clearly show tourism's share and impact of their work. Research results would speak for themselves on our behalf.
Mention the three most important reasons for visits to Kainuu?	1. Around the year (nature) activity tourism (wide selection of activities) 2. Culture- and event tourism (chamber music, war history, theaters (summer) 3. Organised tour
What are in your opinion Kainuus strengths as a tourism location?	Realness, diverseness, activities around the year, our location near the border – eastern exoticness.
What are in your opinion Kainuus weaknesses as a	Weak and expensive reachability with public transportations, small companies and small devel-

tourism location?	opment resources, currently weak cooperation (though improving at the moment).
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	Cultural tourism has a growing role while products and services diversify and increase and awareness of them grows.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Domestically festivals and monuments, foreign festivals and the local populace and way of life.
What other things are there in Kainuu that attract in cultural tourists?	Colorful history (ancien history, Kalevala, Vienna, Finnish personalities, Winter War)
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Not generally well, though some areas are a strong exception (Russian tourists)
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	The foreign markets have a better growth potential but will require investments and much work to attract. The 85-90% share of tourism demand from domestic markets will allow the tourism sector to maintain itself and continue development.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	It is, though regional differences are great. Economically tourism's effects are very notable and it also provides many jobs in the area.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Through changing our resources to products – when our selection diversifies we will have more to market and sell. This will require work!
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals	High hopes and targets, but when looked from a point of view of several years it is achievable. No single project can achieve this, though. Kainuu also requires more operators who understand

and their chances to succeed?	tourism
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kuhmo and Suomussalmi (war history), Kuhmo chamber music, Kajaani poetry week.
How are these targets in your opinion attractive?	They are diverse and different but also support each other's. They also are not too broad not to attract in simpler tourists as well.
What particular cultural tourism location in Kainuu should be put under development?	Raate Winter War exhibition should be made a national Winter War museum with a greater range of information and exhibitions.
What kind of a future does Kainuu has ahead of it in the field of tourism?	Rather bright
Company's field of business	Information services, travel agency
Your position inside the company?	General worker and assistant
How many years has the company existed in Kainuu?	23 years
Company's approximated annual turnover?	Annual budget

Respondent 7

Questions	Responses
How interested is your company into developing cultural tourism?	Of the visitors to Kainuu Poetry Week over half of them come outside Kainuu, which makes us very interested in cultural tourism.
Why do you think it's important to research cultural tourism and its economic impacts?	It's good to know how much tourists bring money with them; this is valid data for decision

	makers and corporations.
Mention the three most important reasons for visits to Kainuu?	Events, nature, diversity
What are in your opinion Kainuus strengths as a tourism location?	The people and the nature
What are in your opinion Kainuus weaknesses as a tourism location?	Poor public transportation and long distances
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	In my opinion cultural tourism does succeed well and hopefully it will improve.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Festivals
What other things are there in Kainuu that attract in cultural tourists?	The local performances and events bring in travelers, so do the local people and culture
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Not very well
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	Kainuu is a small area for international marketing. Domestic tourism should be put up to date, equally so our marketing.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Tourism will certainly be a. an important factor in the future and we have clean nature, open spaces, security and peace that is getting rare in the other parts of the world

How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Cultural tourism services are getting some very good packages and this should help people to find cultural tourism products. We also need cooperation between operators.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	With good work it could happen
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kuhmo Chamber music, Kajaani poetry week
How are these targets in your opinion attractive?	Top events with constantly high numbers of visitors
What particular cultural tourism location in Kainuu should be put under development?	-
What kind of a future does Kainuu has ahead of it in the field of tourism?	I believe that we will have a good future ahead of us
Company's field of business	Event services
Your position inside the company?	Director
How many years has the company existed in Kainuu?	Since 1976
Company's approximated annual turnover?	151 000€ - 200 000€

Respondent 8

Questions	Responses
How interested is your company into developing cultural tourism?	Very interested. Cultural tourism is important to the areas image, brings in ticket- and tourism incomes, produces jobs permanently and seasonally.

Why do you think it's important to research cultural tourism and its economic impacts?	Cultural tourism brings in ticket- and travel sales, cultural tourism creates both permanent and seasonal jobs. Culture is a powerful tool in tourism and gives both to tourists and the local people.
Mention the three most important reasons for visits to Kainuu?	Culture, sports, nature. Culture's strong point is Kuhmo, sports Vuokatti, nature Vuokatti/Hossa/bear watching.
What are in your opinion Kainuu's strengths as a tourism location?	Peculiar culture, unique events (Kuhmo, Somelo, Poetry week) and Kalevala. Diverse sport options (Vuokatti, Ukkohalla, Paljakka). Nature photography and bear watching. Our area is also near Southern Finland.
What are in your opinion Kainuu's weaknesses as a tourism location?	Poor traffic connections
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	In cultural tourism Kainuu already has Kuhmo, which is both regionally and nationally respected. Kuhmo has particularly good chances to grow cultural tourism both domestically and internationally. Cultural tourism also exists in Kajaani (dance, poetry week) and at Suomussalmi (Retikka, food tourism, winter war). For sports tourism we have Ukkohalla and Paljakka. For nature we have Wild-Taiga and Hossa
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	2 Festivals. They are common tourism products which impose many kind of artistic experiences to the visitors
What other things are there in Kainuu that attract in cultural tourists?	Concerts, art performances, winter war history, our region's own history (Kuhmo, Sotkamo, Suomussalmi) and their museums about them, Kalevala.

Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Well, but we must still continue to work on it. Stronger marketing holds the greatest potential for tourism growth right now.
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	Both. At the moment the greatest part of consumers come from domestic locations and we must take care of these visitors and try to expand our domestic markets, but we could also get new visitors from abroad.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Yes, it brings in tourism income and jobs
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Kainuu should focus more towards cultural tourism through cooperation and the municipality should also try to help in promoting and funding cultural tourism.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	Good plan. We must set up common goals and work on them together.
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kuhmo Kamarimusiikki (Finland's oldest and largest chamber music fest, has been ranked in the top 10 best in the world several times), Sommelo (in top25 national music fests), Juminkeko. All of these are unique and respected events.
How are these targets in your opinion attractive?	They work around the year and have professional organisations working on them.
What particular cultural tourism location in Kainuu should be put under development?	Kuhmo should be made a central part of our tourism plans.
What kind of a future does Kainuu has ahead of it	Good

in the field of tourism?	
Company's field of business	Event services
Your position inside the company?	Director
How many years has the company existed in Kainuu?	40 years
Company's approximated annual turnover?	1 million €

Respondent 9

Questions	Responses
How interested is your company into developing cultural tourism?	Very interested
Why do you think it's important to research cultural tourism and its economic impacts?	So that we can focus our services based on demand and at the same time we can find and develop our own cultural products
Mention the three most important reasons for visits to Kainuu?	Nature, cultural selection
What are in your opinion Kainuus strengths as a tourism location?	Asnwered above
What are in your opinion Kainuus weaknesses as a tourism location?	Lack of cooperation and marketing
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	Through cooperation and quality focus
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most	Festivals

visitors to Kainuu?	
What other things are there in Kainuu that attract in cultural tourists?	Ancient Kalevala, Lönnrot and our other great persons and their history, war history
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Medium
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	We should focus slightly more on foreign markets because it usually pays to try new and different target markets.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Tourism is important and it is also a growing economic power and an employer.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	Cooperated marketing
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	Participatory cultural tourism should be increased/diversified.
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Lönnrot, Kianto, Winter war
How are these targets in your opinion attractive?	Interesting persons, whose life and history have much to say to the common person. People are also interested to learn of the miracle of the winter war
What particular cultural tourism location in Kainuu should be put under development?	Local lifestyles, habits and traditions and in particular the local food.

What kind of a future does Kainuu has ahead of it in the field of tourism?	Medium
Company's field of business	Event Services
Your position inside the company?	Worker
How many years has the company existed in Kainuu?	-
Company's approximated annual turnover?	-

Respondent 10

Questions	Responses
How interested is your company into developing cultural tourism?	Cultural tourism has and will always have a strong meaning in Sotkamos tourism. Tourism revolves around diverse activities and events.
Why do you think it's important to research cultural tourism and its economic impacts?	Through studies it can be found out if companies and the local area have the needed qualifications and strengths needed by cultural tourism, and how to strengthen these qualities. Economic impacts gives us a platform to evaluate and direct our plans and to evaluate their economic successes.
Mention the three most important reasons for visits to Kainuu?	Kuhmo chamber music, other concerts, winter war history.
What are in your opinion Kainuus strengths as a tourism location?	Proximity of our nature, which can be tied into cultural tourism.
What are in your opinion Kainuus weaknesses as a tourism location?	Distant location, long distances from each other's even inside Kainuu. Poor public transportation.
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opin-	It's not realistic to expect the same kind of visitor numbers as in sports. Kainuu is very strongly a

ion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	family traveling location. However, not all members of a family ski, for an example, which could enable us to promote cultural tourism to them. So, we could direct a portion of the already arriving tourists into other targets (cultural tourism) they had not planned to use. These options should be promoted equally well with our other products. Also we should market more directly to cultural tourists in order to get fresh tourism potential.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Festivals
What other things are there in Kainuu that attract in cultural tourists?	Commoditizing the local culture
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	Adequately well. A part of this growth has happened due to increased capacity (holiday share options).
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	Both should be taken into consideration. Foreign markets are looked into for new growth when domestic markets are starting to show their limits. Foreign marketing should be focused on a destination basis and on tourism products that genuinely interest the local populace.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Very important. Over 10% of Sotkamos tax incomes come from tourism. This before any other side-effects and impacts.
How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	We should make our spearheads out of popular and well respected events such as Kuhmo chamber music or Kajaani poetry week. Other activities

	can be then promoted under them.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	Depends on entrepreneurs and on people's own initiative. Plans such as these often build around previous design beliefs.
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kuhmo chamber music. Kajaani poetry week. Raateentie (winter war)
How are these targets in your opinion attractive?	-
What particular cultural tourism location in Kainuu should be put under development?	-
What kind of a future does Kainuu has ahead of it in the field of tourism?	Tourism has a growing future ahead of it.
Company's field of business	Public governance
Your position inside the company?	Leading position
How many years has the company existed in Kainuu?	-
Company's approximated annual turnover?	Municipality budget, approx. 60 million €

Respondent 11

Questions	Responses
How interested is your company into developing cultural tourism?	As a municipality, we are very interested
Why do you think it's important to research cultural tourism and its economic impacts?	Partly to develop tourism services and making them common products and to enable entrepre-

	neurs to gain more value for their own company so that economics remain viable in Kainuu.
Mention the three most important reasons for visits to Kainuu?	Diverse sports and experience services, Vuokatti
What are in your opinion Kainuus strengths as a tourism location?	Some areas have managed to make products for around the year.
What are in your opinion Kainuus weaknesses as a tourism location?	Reachability or at least the image of poor reachability. The challenges of entrepreneurship.
Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?	Only through dedicated and talented worker and companies. Project work cannot solve the problems inherent in the business sector.
Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?	Festivals and events
What other things are there in Kainuu that attract in cultural tourists?	Music, Kuhmo theater, Kajaani-area (requires much work), dance festivals, Sotkamo
Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?	If we look at the separate parts of the area then very well. There still challenges around Kainuu left.
Foreign tourism covers aprx. 20-25% of Finlands tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?	Only products and services, in addition to reachability, mean something. International sales venues are in a state of change so now it is very important to develop the new avenues for marketing (internet). The old operator level cooperation is starting to decline.
Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6,8% of Finlands tourism income. Is tourism an economically significant factor in Kainuu? Why?	Yes. Very much. Agriculture produced only 90m€ for reference.

How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?	The product needs to be of significant quality and to be marketable. Context/quality and the experience it gives are important.
Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?	Very challenging but not something that should not be worked upon.
Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.	Kuhmo chamber music, Kainuu poetry week, Naapurivaara dance.
How are these targets in your opinion attractive?	Veikko Huovinen legacy
What particular cultural tourism location in Kainuu should be put under development?	OK
What kind of a future does Kainuu has ahead of it in the field of tourism?	Municipality, marketing
Company's field of business	Municipality leader, municipality government's chairman
Your position inside the company?	--
How many years has the company existed in Kainuu?	-
Company's approximated annual turnover?	-

How interested is your company into developing cultural tourism?

As a municipality, we are very interested.

Why do you think it's important to research cultural tourism and its economic impacts?

Partly to develop tourism services and making them common products and to enable entrepreneurs to gain more value for their own company so that economics remain viable in Kainuu.

Mention the three most important reasons for visits to Kainuu?

Diverse sports and experience services, Vuokatti

What are in your opinion Kainuus strenghts as a tourism location?

Some areas have managed to make products for around the year.

What are in your opinion Kainuus weaknesses as a tourism location?

Reachability or at least the image of poor reachability. The challenges of entrepreneurship.

Kainuu has an image as a sports tourism location, for an example Vuokatti skiing. How in your opinion could other forms of tourism, like cultural or ecotourism, succeed as well in Kainuu?

Only through dedicated and talented worker and companies. Project work cannot solve the problems inherent in the business sector.

Interest towards cultural tourism is often divided down to four categories: art exhibitions, festivals, monuments, local population and lifestyles. What of these four in your opinion attracts the most visitors to Kainuu?

Festivals and events

What other things are there in Kainuu that attract in cultural tourists?

Music, Kuhmo theater, Kajaani-area (requires much work), dance festivals, Sotkamo

Growth is an important aspect of economy. How well has Kainuu managed to attract in new markets of tourists?

If we look at the separate parts of the area then very well. There still challenges around Kainuu left.

Foreign tourism covers approx. 20-25% of Finland's tourism but has often shown signs of sudden growth. Should Kainuu focus on marketing to domestic or foreign tourism markets?

Only products and services, in addition to reachability, mean something. International sales venues are in a state of change so now it is very important to develop the new avenues for marketing (internet). The old operator level cooperation is starting to decline.

Kainuus incomes from tourism were 183.5 million euros in 2009, which was 6.8% of Finland's tourism income. Is tourism an economically significant factor in Kainuu? Why?

Yes. Very much. Agriculture produced only 90m€ for reference.

How could Kainuus cultural tourism activities be better promoted or do they already get enough attention and marketing?

The product needs to be of significant quality and to be marketable. Context/quality and the experience it gives are important.

Kainuus development plan believes that Kainuu could be worked into an interesting cultural tourism location. What do you think about these goals and their chances to succeed?

Very challenging but not something that should not be worked upon.

Name at least three historical or artistic targets/events in Kainuu that in your opinion help to attract in tourists to the area.

Kuhmo chamber music, Kainuu poetry week, Naapurivaara dance.

How are these targets in your opinion attractive?

-

What particular cultural tourism location in Kainuu should be put under development?

Veikko Huovinen legacy

What kind of a future does Kainuu has ahead of it in the field of tourism?

OK

Company's field of business

Municipality, marketing

Your position inside the company

Municipality leader, municipality government's chairman

How many years has the company existed in Kainuu?